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Voluntary - Public

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India

Post: New Delhi

Draft Code of Self Regulation in Food Advertisement

Report Categories:

FAIRS Subject Report

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Report Highlights:

The Food Safety and Standards Authority of India (FSSAI) is seeking comments on the draft “code of voluntary self-regulation in food advertisement”. Comments are requested by November 26, 2009. The code of voluntary self-regulation in food advertisement proposes guidelines to promote high standards in food and beverage communications and advertising for consumers.

General Information:

Introduction:

On October 6, 2009, the Food Safety and Standards Authority of India (FSSAI), a statutory regulatory authority of the Ministry of Health and Family Welfare, Government of India (GOI) issued official draft guidelines regarding the code of voluntary self-regulation in food advertisement.

Disclaimer:

This summary is based on a cursory review of the subject announcement and therefore should not, under any circumstances, be viewed as a definitive reading of the regulation in question, or of its implications for U.S. agricultural exports to India.

NOTIFICATION: The Draft regulation can be accessed at: <http://www.fssai.gov.in/>

Comments/suggestions should be addressed to:

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Final Date for Comments: November 26, 2009

Background and Comments:

The Food Safety and Standards Act (FSSA), 2006 regulates advertising and unfair trade practices in the food sector. The FSSA also prescribes punishments for selling misbranded food and misleading advertisements.

The FSSAI later released the draft guidelines “Code of Voluntary Self-regulation in Food Advertisement” (dated October 6, 2009) on its website. The draft guidelines are intended to regulate product labeling as it relates to nutritional and other health claims, as well as the use of endorsements involving celebrities or scientific studies. The FSSAI has based the draft guidelines on the international best practices laid down by the International Chamber of Commerce (ICC) framework responsible for food and beverage communication. The general principals proposed by the FSSAI regarding advertising and communication for food and beverage products are attached along with this report.

The draft has not been released via an official gazette notification and has also not been notified to the WTO. The FSSAI is inviting comments on these draft guidelines before November 26, 2009.

The website is mentioned for readers’ convenience; USDA does **NOT** in any way endorse, guarantee the accuracy of, or necessarily concur with the information contained in the above site.

